A REPORT ON THE HOME TAPING PRACTICES OF CANADIANS

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"The views [illegible] the author and do not [illegible] views of or positions of the Department of CCAC
Les points de vues exprimés dans cette étude sont ceux de l'auteur et il ne réflètent pas nécessairement la position du Ministère."

Table of Contents

I. INTRODUCTION - REASONS FOR CONDUCTING SURVEY

II. METHODOLOGY - STRUCTURE OF SURVEY

III. HIGHLIGHTS OF RESULTS OF AUDIO TAPING QUESTIONS

- a) Incidence of Ownership
- b) Frequency of Use and Type of Material Taped
  - i) Types of Materials Taped
  - ii) Average Number of Hours of Taping
  - iii) Amount of Taping Compared to Previous Year
- c) Reasons for Taping
- d) Purchasing Habits
  - i) Type and Volume of Material Purchased
  - ii) Past Year Purchasing Habits
  - iii) Rating of Reasons for Buying Less Pre-Recorded Material
- e) Legality of Taping Records or Tapes
- f) Reaction to Tape Tax

IV. HIGHLIGHTS OF RESULTS OF VIDEO TAPING QUESTIONS

- a) Incidence of Ownership
- b) Frequency of Use and Type of Material Taped
- c) Legality of Taping

V. CONCLUSIONS

Appendix I - List of Surveys on Private Copying

Appendix II - Personal Omnibus Survey Questionnaire

Appendix III - Mail Panel Questionnaire

Tables

Table I	Percentage of Canadian Households Owning Recording Equipment
Table II	Types of Material Recorded in Past Year
Table III	Average Number of Hours of Taping
Table IV	Importance Rating of Reasons for Tape Recording
Table V	Number of Records or Tapes Purchased in Last Year/Past Year Taping Volume
Table VI	Past Year Purchasing Habits
Table VII	Ratings of Reasons for Buying less Pre-Recorded Material
Table VIII	The Legality of Taping Records/Tapes etc. (Personal Omnibus Results)
Table VIIIa	The Legality of Taping Records/Tapes etc. (Mail Panel Results)
Table IX	Whether Would Agree to a Tax on Blank Tapes (Personnel Omnibus Results)
Table IXa	Whether Would Agree to a Tax on Blank Tapes (Mail Panel Results)
Table X	Uses of VTR
Table XI	Main Reason for Using VTR to Tape TV Programmes
Table XII	Whether Delete Anything When Taping TV Programmes
Table XIII	Whether Fast-Forward Past Anything When Watching Taped TV Programme
Table XIV	Since Purchasing VTR Have Habits Changed
Table XV	Legality of Video Taping

I. INTRODUCTION - REASONS FOR CONDUCTING SURVEY[1]

As a result of rapid advances in the technology of audio and video recorders and their subsequent mass production, the price of high quality recording machines has fallen to the point where it is now economical for substantial numbers of people to engage in home recording. Previous surveys of home recording practices have indicated that much of the material recorded at home consists of copyright protected works.

From the perspective of copyright owners, the introduction of sophisticated and inexpensive home recording equipment may be detrimental since it limits and diminishes their control over the reproduction and distribution of their works. In addition, if the home recording of copyright material, for which no copyright royalties are paid, acts as a substitute for the purchase of pre-recorded material, for which copyright royalties are paid, then this would decrease the returns to copyright owners and ultimately their incentive to create new works. Such a result could thwart the underlying economic rationale for the copyright

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[1] The author is grateful to a number of individuals in the Policy Research, Analysis and Liaison Branch for their help in this project. Lee McCabe provided extremely valuable guidance on both the construction of the questionnaire and the conducting of the survey. Chantale LaCasse provided detailed and useful comments and suggestions on the questionnaire and the draft of this report. Bruce Couchman was instrumental in clarifying certain aspects of this summary report. Chuck Lyons of Statistics Canada was helpful in pointing out potential pitfalls in the design of the questionnaire.

system which is to provide a basis of payment for the creators of copyrighted works in order to encourage them to create new works.

As a result of these factors, copyright owner groups have repeatedly called for the establishment of some form of government imposed levy or tax. This tax could be applied either on the sale of the home recording equipment itself or on the blank tapes to compensate them for the lost revenue occasioned by home taping.

The decision as to whether a levy should be introduced depends on a variety of factors beyond the scope of the issues covered by this survey. Surveys such as this are useful, however, since clear and reliable data regarding a) the amount and nature of home taping, b) estimates of the impact of this taping on copyright payments and c) indications as to whether the home recording phenomenon is growing or abating must be available if the government is to be in a position to respond to this issue in the most informed manner.

Analysis of previous surveys, both Canadian and foreign, has determined that all the required data have not yet been gathered in a satisfactory manner. Many surveys on home recording practices have been conducted in several countries in recent

years.[2] Certain of these surveys have attempted to evaluate the amount of sales lost as a result of home taping. Unfortunately, the results of these surveys are not always useful to the Canadian situation because

a) the types of questions asked vary from survey to survey;

b) the survey results indicate that taping practices vary widely from country to country on certain important aspects making generalizations to Canada difficult;[3] and

c) there are often serious methodological problems with the design of the surveys.

This paper attempts to expand the information base relating to the impact of home taping by providing the following:

1) Data on the incidence of ownership of all types of home recording equipment in Canada. Previous Canadian surveys did not provide this information.

2) Updated and more precise and extensive information on the recording practices of home tapers of audio works.

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[2] See Appendix 1 for a listing of surveys on home recording that has been compiled by the International Federation of Producers of Phonograms and Videograms (IFPI).

[3] Jim Keon, Audio and Video Home Taping: Impact on Copyright Payments, provides an extensive analysis of certain of these surveys.

3) Data on the incidence of ownership of home video tape recorders (VTRs) and some preliminary information regarding video taping habits. No previous survey on home video taping had been conducted in Canada.

4) Information on the knowledge of Canadians of copyright law and their reactions to various suggestions for imposing levies on the sale of blank tapes.

This summary paper does not discuss the policy implications of the results. It is intended to provide an overview of the major findings of this survey, compare these results with previous Canadian survey results where possible and highlight the conclusions regarding home taping activity that can be drawn from these findings. Before proceeding with this analysis, a brief explanation of the methodology employed in conducting the survey will be given.

II. METHODOLOGY - STRUCTURE OF SURVEY

Market Facts of Canada Limited, which conducted this survey for Consumer and Corporate Affairs Canada, proposed a split sample design for the survey. This approach was chosen since it provides a practical and economical method of acquiring all the relevant information.

The national personal omnibus section containing a sample size of 1049 individuals provided a national representative selection permitting the extrapolation of the results to the general population. This type of sampling approach was used to obtain information such as the incidence of ownership of recording equipment, record and tape purchasing practices, and the knowledge of the general public regarding copyright law and their reaction to a possible levy scheme.

From the Market Facts Consumer Mail Panel, a sample was drawn of 2702 households which had previously indicated that they owned some type of tape equipment. These households were sent a more detailed questionnaire. Although the questionnaire was sent to the female household head, it was designed such that each individual in the household 12 years or over would be able to answer the questionnaire. These questionnaires covered issues such as the volume and nature of their home recording practices, the reasons for their taping, the reasons for changes in their purchasing habits, as well as their knowledge of copyright law and their reaction to various possible levy schemes.

The surveys were conducted in October and November of 1981 and covered the past year's activities of the respondents. The questionnaires are attached as Appendixes II and III.

III. HIGHLIGHTS OF RESULTS OF AUDIO TAPING QUESTIONS

a) Incidence of Ownership

Sixty-four percent of those questioned in this survey claimed to own some type of recording equipment. Specifically, 56 percent own a cassette tape recorder, 26 percent own an 8-track tape recorder and 8 percent own a reel to reel recorder. Among those who own any type of tape recording equipment there was an average of 1.84 machines per household.

A survey commissioned by the Canadian Recording Industry Association and carried out by the Gallup Poll[4] in 1980 of the audio home taping market indicated that 52.9 percent of households questioned owned some form of cassette tape recorder. This figure is slightly lower than our current figure of 56 percent for ownership of cassette recorders. The 1980 Gallup survey did not ask about ownership of 8-track or reel to reel recorders.

Statistics Canada[5] has collected information regarding ownership of tape recording equipment on a bi-annual basis throughout the 1970s. Pooling the available data from these three sources produces the following table.

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[4] Gallup Audio Equipment Study: Conducted for Canadian Recording Industry Association, April 1980.

[5] Source: Statistics Canada #64-202, Household Facilities Equipment, various issues.

Table I

Percentage of Canadian Households
Owning Recording Equipment

Year	Cassette Tape Recorders	Reel to Reel Recorders	8-track Recorders	Any Type of Recording Equipment
1971				24.6
1972				
1973				31.6
1974				
1975				34.7
1976				
1977				37.3
1978				
1979	45.1*	9.9*		
1980	52.9			
1981	56	8	26	64

*For 1979, the reporting of household tape recording equipment for the Statistics Canada survey was broken down, for the first time, between reel to reel and cassette and other types of recorders.

The results of these surveys demonstrate that there has been a dramatic increase in the ownership of home recording equipment throughout the 1970s. This trend appears to be continuing in the 1980s.

b) Frequency of Use and Type of Material Taped

i) Types of Material Taped

In both the national omnibus section and the mail panel section of this survey, it was stated that 83 percent of the households owning tape recording equipment had at least one household member who had used the recording equipment in the past year. Seventy-six percent of those owning recording equipment would qualify as having taped material which could reasonably be assumed to contain copyright protected musical works. This is the percentage of those who have taped at least one of either their own records or tapes, rented or borrowed records or tapes, radio or T.V. broadcasts or live concerts.

This latter figure is higher than the comparable number from the 1980 Gallup survey which showed that 69.4 percent claimed to have taped music in the past year.

Concerning the specific categories of materials taped, the results indicate that 62 percent taped from their own records and tapes, 44 percent from rented or borrowed records or tapes, 29 percent had taped from radio broadcasts, 11 percent from television and 5 percent from live concerts.

These results are compared with the previous Gallup Poll results in the following table. Both surveys indicate that one's own collection of records and tapes is the most common source for taping followed by borrowed records and tapes, broadcasts and finally live concerts. The current survey reveals that 23 percent of owners of recording equipment used these for purposes of other than taping copyright material (e.g. to learn another language, record family voices, etc.).

Table II

Types of Material Recorded in Past Year

	1980 Gallup %		1981 Market Facts %
Own Records/Tapes	69		62
Borrowed Records	56	Rented/Borrowed	44
Borrowed Tapes	17	Records/Tapes	
Radio Broadcasts	56		29
TV Broadcasts			11
Live Concerts	13		5
Other - Language/Family	not reported		23
Did not tape copyrighted music	31		24

ii) Average Number of Hours of Taping

Not surprisingly, the average number of hours of each type of material taped by those who claimed to be tapers generally reflects the same ordering as the types of material taped. The mean hours taped for each type of material are given in the following table.

Table III

Average Number of Hours of Taping in Past Year

Own Records/ Tapes	Rented/Borrowed Records/Tapes	Radio Broadcasts	T.V. Broadcasts	Live Concerts	Other
10.30	7.47	6.74	4.18	5.41	6.59

The previous Canadian surveys did not provide this type of breakdown and so no comparisons can be made.

iii) Amount of Taping Compared to Previous Year

Among respondents who had taped in the past year, 36 percent had taped more than they had in the previous year. In addition, 10 percent of the tapers had not taped in the previous year. Thus, 46 percent of the tapers were either taping more or were taping for the first time. Thirty-two percent claimed to be taping less with 21 percent taping the same amount, one percent did not give an answer to this question.

The earlier Gallup poll survey indicated that 38 percent of those taping claimed to be taping more, while 32 percent were taping less, and 30 percent had not changed their taping frequency.

The results of both these surveys indicate that more tapers are taping more frequently suggesting that an increasing number of recording equipment owners are becoming heavy tapers. It should also be noted that 32 percent of the respondents to this latest survey claimed to have let friends or relatives use their machines to make their own tapes. Thus, the total level of taping activity by all individuals may be greater than indicated in these surveys directed at owners of home recording equipment.

c) Reasons for Taping

Seven possible reasons for tape recording were rated on a four point scale which ranged from very important (X4) to not important at all (X1). Three of the reasons for taping were rated as being more than somewhat important. These were: "to create own selection of works" (mean score of 3.19), "ease of playing tapes" (3.14) and "flexibility of playing tapes" (3.11). Interestingly, the response "to save money" rated only fourth in terms of importance. (Table IV)

Table IV

Importance Ratings of Reasons for Tape Recording

Respondents Saying	To Save Money	To Preserve Quality	To Create Own Selection	Album Tape Not Available	Eliminate Shopping	Ease of Playing	Flexibility of Playing
	%	%	%	%	%	%	%
very important	29	32	47	23	8	41	47
somewhat important	33	30	30	27	18	37	26
not very important	21	20	11	23	33	12	12
not at all important	15	17	9	24	38	7	13
not stated	2	3	3	3	3	3	3
MEAN:	2.79	2.78	3.19	2.49	1.96	3.14	3.11

Scale Rating: (X4) very important
(X1) not at all important

d) Purchasing Habits

i) Type and Volume of Material Purchased

As can be seen in Table V, among home tapers, albums were the most popular item purchased (mean 4.68) followed by blank tapes (mean 4.56) and pre-recorded cassettes (mean 1.74). It is also very clear from this table that as taping volume increases, so does the purchase of all forms of pre-recorded material. These results are compatible with the earlier conclusions that the saving of money is not the most important reason for home taping. Indeed, these results would indicate the existence of a positive relationship between the ownership and usage of high quality recording systems and the purchase of pre-recorded records and cassettes. The conclusion arising from these data is that many people who enjoy music are both heavy tapers and heavy purchasers of recordings.

Table V

Mean Number of Records or Tapes Purchased
in Last Year/Past Year Taping Volume

Mean Number of Items Purchased	All Respond-ents	Respond-ent Never Taped	Respond-ent Did Not Tape in Past Year	Respond-ent Taped Low Amount 1-5 hrs in Past Year	Respond-ent Taped Med. Amount 6-15 hrs. in Past Year	Respond-ent Taped High Amount Over 15 hrs. in Past Year
LP's	4.68	1.97	2.48	2.62	5.21	11.45
Singles	1.17	0.40	0.44	0.72	1.53	2.75
Pre-Recorded Cassettes	1.74	1.11	0.89	1.53	1.88	3.15
Pre-Recorded 8-Tracks	0.84	1.30	0.89	0.72	0.61	0.91
Blank Tapes	4.56	0.47	0.74	2.42	5.32	13.46

ii) Past Year Purchasing Habits

When comparing current year purchases to the previous year, a greater proportion of the sample purchased fewer albums. In contrast, both pre-recorded cassettes and blank cassette tapes were purchased more frequently by many more people. (Table VI)

Table VI

Past Year Purchasing Habits

	LP's %	Singles %	Pre-Recorded Cassettes %	Pre-Recorded 8-Track %	Blank Tapes %
more	30	31	41	23	42
same	34	24	27	30	29
fewer	34	34	24	42	21
never bought before last year	2	5	7	4	7
sample size	2214	684	1190	677	1844

iii) Rating of Reasons for Buying Less Pre-Recorded Material

Those respondents who purchased less pre-recorded material this year than in the past year were asked why this was the case. "Increased prices" is the most important reason for buying less pre-recorded material followed closely by "less money available for such purchases". In general, it appears that economic considerations were a most important reason for the purchase of less pre-recorded material. Included in the "other reasons" category were items such as lack of time available for listening to music and better selection available when one makes his own selection of tapes. (Table VII)

Table VII

Ratings of Reasons for Buying Less Pre-Recorded Material

	Increased Prices	Less Money	Lack of Interest in Current Music	Time/ Effort of Purchasing	Ease Flexibility of Playing Home Recorded Material	Poor Quality of Pre-Recorded Material	Other Reasons
Mean response for Respondent saying	3.06	2.98	2.30	1.94	2.82	2.62	3.73

Scale Rating: (X4) very important
(X1) not at all important

c) Legality of Taping Records or Tapes

Respondents to both the omnibus study and the mail panel were questioned regarding their impressions of the legality of home recording.

In the personal omnibus study, less than one-quarter of all respondents to the omnibus survey felt that it was illegal to tape one's own records or tapes. For all the various types of material, a greater number of the respondents felt that taping was legal than did those thinking that it was illegal. (Table VIII)

Among those owning taping equipment, only 13 percent feel that the taping of one's own albums and tapes is illegal. Only for the taping at live concerts category do more people think it is illegal than legal. (Table VIIIa)

Table VIII

Personal Omnibus
The Legality of Taping Records/Tapes etc.

	Personal Albums/ Tapes	Borrowed Albums/ Tapes	Rented Albums/ Tapes	Radio/ TV Broadcast	Live Concerts
Total respondents	1049	1049	1049	1049	1049
Respondents saying taping is	%	%	%	%	%
Legal	59	52	39	42	38
Illegal	22	25	33	34	34
Don't Know	19	22	27	22	26
Not Stated	1	1	1	2	2

Table VIIIa

Mail Panel

The Legality of Taping Records/Tapes etc.

	Own Albums/ Tapes	Borrowed Albums/ Tapes	Rented Album/ Tapes	Radio/ TV Broadcasts	Live Concerts
Total respondents	3530	3530	3530	3530	3530
	%	%	%	%	%
Respondents saying taping is ...					
Legal	65	54	31	35	29
Illegal	13	21	31	32	32
Don't Know	18	22	35	29	34
Not Stated	4	4	4	4	5

f) Reaction to Tape Tax

In both the mail panel and the omnibus surveys, one version of three different policy options was presented to respondents who both owned taping equipment and taped. The options were virtually identical except that the amount of tax to be applied varied from 12.5% to 25% to 38%. Both a percentage tax and dollars and cents conversion (based upon a $4.00 blank tape cost) were included in the question.

The question was phrased in a manner which attempted to explain the rationale lying behind the imposition of a levy. The question was put in the following manner:

> "As you may know composers, recording artists and record companies receive much of their income from royalties from the sale of pre-recorded records and tapes. They do not receive any royalties on home recorded music. Suggestions have been made to add a tax to the sale of blank tapes to compensate the composers, recording artists and record companies for the home taping of their music. Such a tax would mean that the price you now pay for a blank tape would increase by about 12.5% of the price of the tape (e.g. an increase of about 50¢ on the price of a C-60 cassette tape).
>
> Would you, yourself, be in favour of such a tax, or not? ("X" ONE BOX)."

In both samples, an overwhelming majority of the respondents were against the idea of imposing a levy, at least 72 percent in all cases. There were no major differences between the percentages as the amount of the levy was increased. This would seem to indicate that most people object to the concept of the levy regardless of its size. (Table IX and IXa)

Table IX

Personal Omnibus
Whether Would Agree to a Tax
on Blank Tapes

	$ .50 tax	$1.00 tax	$1.50 tax
	%	%	%
Would agree with tax	18	19	15
Would not agree with tax	72	78	75
Don't know	11	2	9
Sample size	99	111	121

Table IXa

Mail Panel
Whether Would Agree to a Tax
or Blank Tapes

	$ .50 tax	$1.00 tax	$1.50 tax
	%	%	%
Would agree with tax	19	15	12
Would not agree with tax	78	82	84
Don't know	3	4	4
Sample size	1215	1152	1163

IV. HIGHLIGHTS OF RESULTS OF VIDEO TAPING QUESTIONS

Ownership of VTR equipment is at a very low level. As a result, the statistical reliability of the detailed information provided in this section of the survey is not high. Despite this the specifics of the results of the questionnaire will be presented here since they can serve as an example of the type of information which is most relevant to policy makers.

a) Incidence of Ownership

Ownership of video tape recorders (VTRs) is at a very low level, 2 percent of the respondents to the personal omnibus survey. Among those in the mail panel survey (i.e. those who have been identified as owning an audio recorder), a marginally higher percentage, 3, also own a VTR. There is also an indication that the purchase of the equipment was recent since in the mail panel survey, 34 of the 52 respondents owning a VTR had purchased them within the past year.

b) Frequency of Use and Type of Material Taped

As indicated, there was a very low number of respondents (52) in the mail panel survey who owned a VTR. As a result, the data presented below will be given in actual numbers rather than percentages.

Regarding the usage of a VTR, the most common usage is to tape television programmes followed by the watching of pre-recorded cassettes. (Table X)

Table X

Uses of VTR

	Total
Total respondents who own VTRs	52
	#
Tape TV programmes	
Yes	46
No	5
Not stated	1
Watch pre-recorded material	
Yes	35
No	16
Not stated	1
Make home movies	
Yes	11
No	40
Not stated	1
Retape pre-recorded material	
Yes	6
No	45
Not stated	1

Respondents video taping TV programmes in the past month did so on average 13.79 hours. Those who watched pre-recorded material in the past month averaged 14.76 hours of viewing time.

The most popular reason given for taping television programmes is to tape a programme that would otherwise be missed followed by taping so that the programme can be seen again. (Table XI)

Table XI

Main Reason for Using VTR to Tape TV Programmes*

	Total
Total respondents using VTR to tape TV in past month	46
	#
To tape a programme that would otherwise miss	34
To tape one programme while watching another	8
To build a library of programmes	6
To play back for someone else	8
To be able to watch programme again	10
Not stated	2

* Multiple responses possible.

Commercials are always deleted by a third (15) of the respondents who tape TV programmes and never deleted by 9 respondents. Nearly two-thirds of the respondents (27) never delete any of the programme itself. (Table XII)

Table XII

Whether Delete Anything When Taping TV Programme

	Total
Total respondents using VTR to tape TV in past month	46
	#
Delete commercials ...	
Always	15
Often	6
Sometimes	14
Never	9
Not stated	2
Delete parts of programme itself ...	
Always	-
Often	3
Sometimes	13
Never	27
Not stated	3

One-half (23) of respondents who tape T.V. programmes claim to fast-forward past commercials always or often. In addition, one-half of the respondents often fast-forward past parts of programmes. (Table XIII)

Table XIII

Whether Fast-Forward Past Anything When Watching Taped TV Programme

	Total
Total respondents using VTR to tape TV in past month	46
	#
Fast-forward past commercials ...	
Always	15
Often	8
Sometimes	12
Never	7
Not stated	4
Fast-forward past parts of programme itself ...	
Always	-
Often	4
Sometimes	23
Never	16
Not stated	3

Since purchasing their VTR, 21 respondents claim to be going out to the movies less frequently than before, while 12 respondents claim to be watching more television than before. (Table XIV)

Table XIV

Since Purchasing VTR Have Habits Changed

	Total
Total respondents owning VTR	52
	#
Watches TV ...	
More frequently	12
With same frequency	31
Less frequently	7
Not stated	2
Goes out to the movies ...	
More frequently	-
With same frequency	30
Less frequently	21
Not stated	1

Regarding membership in a taping club, it was found that of the 52 respondents who own a VTR, 18 have someone in the household who belongs to a VTR club.

c) Legality of Taping

Thirty of the fifty-two respondents owning a VTR believe it is legal to tape television programmes. However, only 5 of the 52 respondents feel that it is legal to tape pre-recorded material. (Table XV)

Table XV
Legality of Video Taping

	Total
Total respondents owning VTR	52
	#
Taping T.V. broadcasts	
Legal	30
Illegal	9
Don't know	11
Not stated	2
Re-taping pre-recorded material	
Legal	5
Illegal	36
Don't know	10
Not stated	1

V. CONCLUSIONS

Regarding the question of the ownership of home audio recording machines, the data gathered in this study corroborate earlier survey results which indicated that there has been a dramatic increase in the ownership of such recording equipment. Our study reveals that nearly two-thirds (64 percent) of Canadian households now own some form of audio recording machine. Usage of these machines to tape copyright protected works is quite high as 76 percent of those who own such equipment claim to tape material which normally is protected by copyright. The volume of taping undertaken by home tapers is continuing to increase as well.

The highest percentage of people tape from either their own or borrowed records or tapes. The reasons most often cited for why people tape are that a) it allows them to create their own selections of works and b) it is very easy to play these tapes and they are easily portable for use in car or cottage tape decks. Taping to save money is claimed to be of lesser importance.

These reasons for taping probably hold the explanation to the fact that heavy tapers tend also to be the heavy purchasers of pre-recorded records and tapes. They probably also explain how it is that the tremendous growth in the home recording of copyrighted musical works throughout the 1970s and early 1980s has co-existed with consistent, though less dramatic, annual increases in the volume of sales of pre-recorded records and tapes.

Concerning the legality of their practices, most home tapers feel that recording for their own private use is legal. A large majority of home tapers would be opposed to the introduction of any levy scheme designed to compensate the owners of copyright in the works which are taped.

The results of the video taping questionnaire must be viewed with caution. This is the first such survey undertaken in Canada and the low level of ownership makes any extrapolation of the results hazardous. In general, however, it appears that ownership of VTRs will continue to grow since the majority of those who own a VTR had purchased it within the last year. The primary use of a VTR is to tape television material which would otherwise be missed. Over half of the respondents either delete commercials while taping or skip over them when replaying the tape. Among owners of VTRs time spent viewing television programs appears to increase marginally, while movie going decreases to a slightly greater extent.

The majority of home video tapers feel it is legal to tape from the television but illegal to tape from pre-recorded material.

Appendix I

LIST OF SURVEYS ON PRIVATE COPYING

AUSTRIA

A1.	"Tonbandkassetten". Survey prepared for Austro-Mechana by the Österreichishes Gallup-Institut.	Sept. 1974

BELGIUM

B1.	"Marché des enregistrements sur bandes et cassettes" (Market of recordings on tapes and cassettes)	1978

CANADA

C1.	"Survey on Purchasers of Blank Tapes" prepared for CRIA (Canadian Recording Industry Association) by Market Facts of Canada Ltd.	April/May 1980
C2.	"Gallup Audio Equipment Study" conducted for CRIA by Gallup Poll of Canada	April 1980

FINLAND

F1.	"Gallup Poll of Home Taping"by Suomen Gallup Oy, commissioned by TEOSTO.	April 1979
F2	"Sound Recording Habits of Finnish Young People" Comparison of results of research. Survey carried out by TEOSTO/Finnish Group of IFPI/ Gramex.	June 1980

FRANCE

FR1.	"Les enregistrements sur bandes et cassettes" (recordings on tapes and cassettes), survey prepared by SOFRES for SACEM/SDRM/SNEPA	April 1976
FR2.	"Oeuvres intellectuelles protégées par le droit d'auteur - Reproductions sonores pour l'usage privé à l'aide de magnétophones" (Intellectual works protected by copyright - private copying) prepared by SACEM	March 1979
FR3	"Le monde de la Musique: les enregistrements de disques sur cassettes" (The World of Music - Recordings of Discs on Cassettes) Survey carried out by Louis Harris - France	May 1980

GERMANY

G1. "Musik-Überspielung auf Leer-Cassetten" (copying of music onto blank cassettes) survey carried out by GFM(Gesellschaft für Marktforschung mbH), for GVL and the German Group of IFPI — April 1978

JAPAN

J1. "Actual Survey on Private Recording" carried out for JASRAC, GEIDANKYO and Japan Phonograph Record Association. — Oct. 1976

J2. "Production of visual recorders and tape recorders in Japan" published by GEIDANKYO Source: the Monthly Machine Statistics of the Ministry of International Trade and Industry. — 1976

J3. Résumé of a survey on home taping conducted by the Electronic Association of Japan. — July/Aug.1978

NETHERLANDS

N1. "Onderzoek naar het maken van geluidscopieën op banden en cassettes door particulieren" Survey on private copying carried out by the Stichting voor Economisch Onderzoek der Universetiet van Amsterdam (SEO) for STEMRA and NVPI. — June 1976

N2. "Investigation into the making of sound copies on tapesand cassettes by individuals in the Netherlands". Survey carried out by the Institution for Economic Investigation of Amsterdam University — Sept.1980

NEW ZEALAND

NZ1. "Personal Tape Recording - A Study in Blank Tape Usage" Survey prepared for the New Zealand Federation of the Phonographic Industry by Heylen Research Centre. — Nov. 1976

SCANDINAVIA (Denmark, Finland, Norway, Sweden)

S1. "Cassette Recording 1977". Survey carried out by Nordic Research As. — Feb. 1977

S2. "Gallup Survey concerning the Music Recording Habits in Finland, Sweden, Norway and Denmark". Survey carried out by Gallup Poll for TEOSTO, Finnish Group of IFPI, Nordisk Copyright Bureau, The Swedish Group of IFPI, the Norwegian Group of IFPI and the Danish Group of IFPI. — Jan. 1980

UNITED KINGDOM

UK1.	"Tape Recording - Report on a Quantitative Survey" prepared for the BPI by the British Market Research Bureau Ltd.	Dec. 1973
UK2.	" " " "	Nov. 1975
UK3.	" " " "	Nov. 1977
UK4.	"A Study of the UK Market for Blank and Pre-Recorded Audio Cassettes, Cartridges and Tapes" prepared by the Economist Intelligence Unit Ltd.	1978
UK5.	"In Home Taping". Survey prepared for the British Phonographic Industry Copyright Association by Annan Impey Morrish.	1978
UK6.	"Tape Recording - Report on a Quantitative Survey" prepared for the BPI and MCPS by the British Market Research Bureau Ltd.	Jan. 1980

U.S.A

US1.	"A Study on Tape Recording Practices among the General Public" conducted for the National Music Publishers Association and the Recording Industry Association of America (RIAA) by the Roper Organisation Inc.	June. 1979
US2.	"A Survey of Households with Tape Playback Equipment" commissioned by the Copyright Royalty Tribunal and carried out by R. Hamilton & Staff.	Sept. 1979
US3.	"Blank Tape Buyers - Their Attitudes and Impact on Pre-recorded Music Sales". Survey prepared by CBS Records Market Research	1980
US4.	Survey on Home Taping practices co-sponsored by RIAA and NMPA and carried out by National Analysts	1980

Appendix II

Personal Omnibus Questionnaire

SECTION VI --- ASK EVERYONE [5]

1. How many (ITEM) in working condition are owned by you or other members of your household? REPEAT QUESTION FOR EACH ITEM LISTED. RECORD EXACT NUMBER OWNED IN BOXES PROVIDED BELOW - IF 'NONE' RECORD '0'

	# OWNED	
Cassette tape recorders		-6-
Cassette tape players only, such as in a car or boat		-7-
Reel to reel tape recorders/ players		-8-
8-Track tape recorders		-9
8-Track tape players only		-10

IF ALL 'NONE' IN Q.1, SKIP TO Q.3

2a. How many members of your household 12 years of age or over use any of this equipment for the purposes of taping such things as records, tapes, radios or TV broadcasts or live concerts? CIRCLE ONE ONLY

1 2 3 4 5 6 7OR MORE -11

b. Do you, yourself, use any of this equipment to tape such items?

YES-----1 -12
NO---------2

ASK EVERYONE:

3. During the past year, how many (ITEM) have you, yourself, purchased? REPEAT QUESTION FOR EACH ITEM LISTED. RECORD EXACT NUMBER PURCHASED IN BOXES PROVIDED BELOW - IF 'NONE', RECORD '0'

	# PURCHASED	
Albums or L.P.'s		13 14
Singles or 45's		15 16
Pre-recorded cassettes		17 18
Pre-recorded 8-track tapes		19 20
Blank tapes of any kind		21 22

ASK EVERYONE:

4. As far as you know, is it legal or illegal to...
READ LIST - CIRCLE ONE ANSWER FOR EACH ITEM LISTED

	LEGAL	ILLEGAL	DON'T KNOW
Tape your own albums or tapes----------	1	2	3 - ٢٣
Tape borrowed albums or tapes----------	1	2	3 - ٢٤
Tape rented albums or tapes----------	1	2	3 - ٢٥
Tape radio or TV broadcasts----------	1	2	3 - ٢٦
Tape live concerts------	1	2	3 - ٢٧

IF NO TAPING EQUIPMENT OWNED IN HOUSEHOLD (Q.1) OR IF RESPONDENT DOES NOT TAPE (Q.2b), SKIP TO Q.6)

5. As you may know, composers, recording artists and record companies receive much of their income from royalties from the sale of pre-recorded records and tapes. They do not receive any royalties on home-recorded music.

Suggestions have been made to add a tax to the sale of blank tapes to compensate the composers, recording artists and record companies for the home-taping of their music.

Such a tax would mean that the price you pay for a blank tape would increase by about 12.5% of the price of the tape. For example, the price of a C-60 cassette tape would increase by about 50¢.

Would you, yourself, be in favour of such a tax, or not?

YES--------1 - 28
NO----------2
DON'T KNOW--------3

ASK EVERYONE:

6a. Do you or does anyone else in your household own a VTR unit, that is ,a machine which can be used to tape television programs or play pre-recorded movies?

YES-------1 - 29
NO----------2--SKIP TO Q.7

IF 'YES' ASK:

b. During the past month, has anyone in your household used the VTR to... READ LIST.

	YES	NO
Tape TV programs----------	1	2 - 30
Make home movies----------	1	2 - 31
Watch pre-recorded material such as rented movies-----	1	2 - 32
Re-tape pre-recorded material such as rented movies------	1	2 - 33
NONE OF THE ABOVE----------		2 - 34

ASK EVERYONE

7. As far as you know, is it legal or illegal to... READ LIST

	LEGAL	ILLEGAL	DON'T KNOW
Video tape TV broadcasts--	1	2	3 - 35
Re-tape pre-recorded material such as rented movies with a VTR unit--	1	2	3 - 36

Appendix III

CONSUMER MAIL PANELS
Market Facts of Canada Limited
1240 Bay Street, Toronto, Ontario, M5R 3L9
550 Sherbrooke Street West, Montreal 111, Quebec.
#5864-11-81

Dear Panel Member,

Today my questionnaire is directed to panel members, or the members of their household, who own TAPE RECORDERS or TAPE UNITS.

The questionnaire is neither long nor complicated, so I hope you will be able to return it to me, completed, very soon.

Thank you. Your co-operation is appreciated.

Marie Brighton 13-1

AUDIO SECTION

1. Do you, or does anyone else in your household own any type of audio tape recorder or tape player which is in working condition? ("X" ONE BOX)

   Yes ----- [ ]1 -14
   No ------ [ ]2 → GO TO QU.19

2a) At present, how many of each of the types of taping equipment listed below are owned by you or other members of your household? (PLEASE WRITE IN THE NUMBER OWNED FOR EACH TYPE. IF "NONE" OF A PARTICULAR TYPE OWNED, PLEASE WRITE IN "0")

	# owned in household	
Cassette tape recorder	[ ]	-15
Cassette tape player only (e.g. for car or boat)	[ ]	-16
Reel to reel tape recorder/player	[ ]	-17
8-track tape recorder	[ ]	-18
8-track tape player only	[ ]	-19

2b) For each type of audio equipment owned, please write in the number of years this equipment has been owned. (PLEASE WRITE IN NUMBER OF YEARS FOR EACH TYPE OWNED)

	# of years owned	
Cassette tape recorder	[ ]	-20
Cassette tape player only (e.g. for car or boat)	[ ]	-21
Reel to reel tape recorder/player	[ ]	-22
8-track tape recorder	[ ]	-23
8-track tape player only	[ ]	-24

3. Please write in the box below, the number of household members 12 years or older who either own tapes or have made tape recordings in the past year.

# of household members	
[ ]	-25

In this section of the questionnaire, I am interested in each person in the household 12 years or older who either owns tapes or has recorded tapes in the past year. Please write in the first name of each such household member in the spaces below and on the following pages in the same order. If there are more than four owners or tapers in your household please write in the names of the four oldest. Please ask each person to answer the questions himself/herself, in the column under his/her name.

	Col 3 12-2 14-15 01	Col 5 13-3 14-15 01	Col 7 13-4 14-15 01
FIRST NAME OF EACH HOUSEHOLD MEMBER 12 YEARS OR OLDER WHO OWNS OR TAPES →			
4. What is your age? ("X" ONE BOX)			
Under 12 years	[]1 -26	[]1 -26	[]1 -26
12 to 14 years	[]2	[]2	[]2
15 to 19 years	[]3	[]3	[]3
20 to 24 years	[]4	[]4	[]4
25 to 29 years	[]5	[]5	[]5
30 to 39 years	[]6	[]6	[]6
40 to 49 years	[]7	[]7	[]7
50 years or over	[]8	[]8	[]8
5. What is your sex? ("X" ONE BOX)			
Male	[]1 -27	[]1 -27	[]1 -27
Female	[]2	[]2	[]2
6. Are you at present ... ("X" ONE BOX)			
Single	[]1 -28	[]1 -28	[]1 -28
Married	[]2	[]2	[]2
Common-law	[]3	[]3	[]3
Divorced/separated	[]4	[]4	[]4
Widowed	[]5	[]5	[]5
7. Which types of material listed below have you, yourself, EVER tape recorded? ("X" AS MANY AS APPLY)			
Your own records or tapes	[]1 -29	[]1 -29	[]1 -29
Rented or borrowed records or tapes	[]2	[]2	[]2
Radio broadcasts	[]3	[]3	[]3
T.V. broadcasts	[]4	[]4	[]4
Live concerts	[]5	[]5	[]5
Other material (e.g. language training, talking tapes for family or friends, etc.)	[]6	[]6	[]6
None of above/have not ever taped →	[]0 GO TO QU.14	[]0 GO TO QU.14	[]0 GO TO QU.14
8. And which types of material listed below have you, yourself, tape recorded during the PAST YEAR, that is, since October, 1980? ("X" AS MANY AS APPLY)			
Your own records or tapes	[]1 -30	[]1 -30	[]1 -30
Rented or borrowed records or tapes	[]2	[]2	[]2
Radio broadcasts	[]3	[]3	[]3
T.V. broadcasts	[]4	[]4	[]4
Live concerts	[]5	[]5	[]5
Other material (e.g. language training, talking tapes for family or friends, etc.)	[]6	[]6	[]6
None of above/have not recorded in past year →	[]0 GO TO QU.11	[]0 GO TO QU.11	[]0 GO TO QU.11

FIRST NAME OF EACH HOUSEHOLD MEMBER 12 YEARS OR OLDER WHO OWNS OR TAPES →				
9. For each type of material you, yourself, tape recorded during the PAST YEAR, please tell me how many hours of tapes you made. In estimating the number of hours, you might find it helpful to jot down the length of tapes you own (e.g. C-60, C-90, etc.) and the number of tapes you used to record each type of material. (PLEASE WRITE IN THE TOTAL NUMBER OF HOURS TAPED DURING THE PAST YEAR FOR EACH TYPE OF MATERIAL e.g. [0][2])	Total # of hours taped in past year	Total # of hours taped in past year	Total # of hours taped in past year	Total # of hours taped in past year
Your own records or tapes ----------	[ ][ ] -31 -32	[ ][ ] -31 -32	[ ][ ] -31 -32	[ ][ ] -31 -32
Rented or borrowed records or tapes	[ ][ ] -33 -34	[ ][ ] -33 -34	[ ][ ] -33 -34	[ ][ ] -33 -34
Radio broadcasts ----------	[ ][ ] -35 -36	[ ][ ] -35 -36	[ ][ ] -35 -36	[ ][ ] -35 -36
T.V. broadcasts ----------	[ ][ ] -37 -38	[ ][ ] -37 -38	[ ][ ] -37 -38	[ ][ ] -37 -38
Live concerts ----------	[ ][ ] -39 -40	[ ][ ] -39 -40	[ ][ ] -39 -40	[ ][ ] -39 -40
Other material (e.g. language training, talking tapes for family or friends, etc.) ----------	[ ][ ] -41 -42	[ ][ ] -41 -42	[ ][ ] -41 -42	[ ][ ] -41 -42
10. Thinking about the total number of hours of taping you have done during the PAST YEAR would you say you have done ... ("X" ONE BOX)				
More taping than in previous year -	[]1 -43	[]1 -43	[]1 -43	[]1 -43
The same amount as in previous year	[]2	[]2	[]2	[]2
Less taping than in previous year -	[]3	[]3	[]3	[]3
Never taped before this past year -	[]4	[]4	[]4	[]4
11. Do you ever exchange records or tapes with friends or relatives for the purpose of taping? ("X" ONE BOX)				
Yes ----	[]1 -44	[]1 -44	[]1 -44	[]1 -44
No -----	[]2	[]2	[]2	[]2
12. Do your friends or relatives ever use your tape recording equipment for the purpose of taping? ("X" ONE BOX)				
Yes ----	[]1 -45	[]1 -45	[]1 -45	[]1 -45
No -----	[]2	[]2	[]2	[]2

FIRST NAME OF EACH HOUSEHOLD MEMBER 12 YEARS OR OLDER WHO OWNS OR TAPES →				
13. In the boxes below, I have listed some of the reasons people have given me for making tape recordings. Please tell me how important each of these reasons for taping is to you. ("X" ONE BOX FOR EACH REASON LISTED)				
TO SAVE MONEY				
Very important	[]1 -46	[]1 -46	[]1 -46	[]1 -46
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
TO PRESERVE THE QUALITY OF RECORDS				
Very important	[]1 -47	[]1 -47	[]1 -47	[]1 -47
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
TO CREATE OWN SELECTION OF WORKS				
Very important	[]1 -48	[]1 -48	[]1 -48	[]1 -48
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
ALBUM OR PRE-RECORDED TAPE NOT AVAILABLE				
Very important	[]1 -49	[]1 -49	[]1 -49	[]1 -49
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
TO ELIMINATE BOTHER OF SHOPPING				
Very important	[]1 -50	[]1 -50	[]1 -50	[]1 -50
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
EASE OF PLAYING TAPES				
Very important	[]1 -51	[]1 -51	[]1 -51	[]1 -51
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
FLEXIBILITY OF PLAYING TAPES: FOR EXAMPLE IN CAR OR WITH PORTABLE PLAYER				
Very important	[]1 -52	[]1 -52	[]1 -52	[]1 -52
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
14. During the PAST YEAR, how many of each of the items listed below have you, yourself, bought? (WRITE IN NUMBER BOUGHT FOR EACH ITEM. IF "NONE" BOUGHT IN PAST YEAR, WRITE IN [0][0])	# bought in past year	# bought in past year	# bought in past year	# bought in past year
Albums/L.P.s	-53 -54	-53 -54	-53 -54	-53 -54
Singles/45 rpm	-55 -56	-55 -56	-55 -56	-55 -56
Pre-recorded cassettes	-57 -58	-57 -58	-57 -58	-57 -58
Pre-recorded 8-track tapes	-59 -60	-59 -60	-59 -60	-59 -60
Blank tapes (of any type)	-61 -62	-61 -62	-61 -62	-61 -62

IF NONE OF ANY TYPE BOUGHT GO TO QU.17

FIRST NAME OF EACH HOUSEHOLD MEMBER 12 YEARS OR OLDER WHO OWNS OR TAPES →				
15. For each item bought during the PAST YEAR, would you say you bought more, about the same or fewer than in the previous year? ("X" ONE BOX FOR EACH ITEM BOUGHT DURING PAST YEAR)				
ALBUMS/L.P.s				
Bought more than in previous year	[]1-63	[]1-63	[]1-63	[]1-63
Bought same number as in previous year	[]2	[]2	[]2	[]2
Or Bought fewer than in previous year	[]3	[]3	[]3	[]3
Never bought before this past year	[]4	[]4	[]4	[]4
SINGLES/45 rpm				
Bought more than in previous year	[]1-64	[]1-64	[]1-64	[]1-64
Bought same number as in previous year	[]2	[]2	[]2	[]2
Or Bought fewer than in previous year	[]3	[]3	[]3	[]3
Never bought before this past year	[]4	[]4	[]4	[]4
PRE-RECORDED CASSETTES				
Bought more than in previous year	[]1-65	[]1-65	[]1-65	[]1-65
Bought same number as in previous year	[]2	[]2	[]2	[]2
Or Bought fewer than in previous year	[]3	[]3	[]3	[]3
Never bought before this past year	[]4	[]4	[]4	[]4
PRE-RECORDED 8-TRACK TAPES				
Bought more than in previous year	[]1-66	[]1-66	[]1-66	[]1-66
Bought same number as in previous year	[]2	[]2	[]2	[]2
Or Bought fewer than in previous year	[]3	[]3	[]3	[]3
Never bought before this past year	[]4	[]4	[]4	[]4
BLANK TAPES (OF ANY TYPE)				
Bought more than in previous year	[]1-67	[]1-67	[]1-67	[]1-67
Bought same number as in previous year	[]2	[]2	[]2	[]2
Or Bought fewer than in previous year	[]3	[]3	[]3	[]3
Never bought before this past year	[]4	[]4	[]4	[]4
	79-0 80-1	79-0 80-1	79-0 80-5	79-0 80-7

FIRST NAME OF EACH HOUSEHOLD MEMBER 12 YEARS OR OLDER WHO OWNS OR TAPES

IF YOU BOUGHT FEWER ALBUMS, SINGLES, PRE-RECORDED CASSETTES OR PRE-RECORDED 8-TRACK TAPES DURING THE PAST YEAR THAN THE PREVIOUS YEAR, PLEASE ANSWER QU.16. ALL OTHERS, PLEASE GO TO QU.17

16. In the boxes below, I have listed some of the reasons people have given for buying fewer pre-recorded materials such as albums, singles or tapes. Please tell me how important each of these reasons is to you. ("X" ONE BOX FOR EACH REASON)

	Col 3 13-1 14-01	Col 4 13-2 14-01	Col 5 13-3 14-01	Col 6 13-4 14-01
TAPING PREVIOUSLY BOUGHT TAPES OR RECORDS				
Very important	[]1-15	[]1-15	[]1-15	[]1-15
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
INCREASED PRICES OF PRE-RECORDED MUSIC				
Very important	[]1-16	[]1-16	[]1-16	[]1-16
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
LESS MONEY AVAILABLE FOR SUCH PURCHASES				
Very important	[]1-17	[]1-17	[]1-17	[]1-17
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
LACK OF INTEREST IN CURRENT MUSIC				
Very important	[]1-18	[]1-18	[]1-18	[]1-18
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
TIME AND EFFORT REQUIRED TO BUY PRE-RECORDED MATERIAL				
Very important	[]1-19	[]1-19	[]1-19	[]1-19
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
EASE AND FLEXIBILITY OF PLAYING HOME RECORDED TAPES				
Very important	[]1-20	[]1-20	[]1-20	[]1-20
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4
POOR QUALITY OF PRE-RECORDED RECORDS AND TAPES				
Very important	[]1-21	[]1-21	[]1-21	[]1-21
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4 22	[]4 22	[]4 22	[]4 22
OTHER REASON Please write in reason				
Very important	[]1-23	[]1-23	[]1-23	[]1-23
Somewhat important	[]2	[]2	[]2	[]2
Not very important	[]3	[]3	[]3	[]3
Not at all important	[]4	[]4	[]4	[]4

FIRST NAME OF EACH HOUSEHOLD MEMBER 12 YEARS OR OLDER WHO OWNS OR TAPES →				
17. As far as you know, is each of the types of home audio taping listed below legal or illegal? ("X" ONE BOX FOR EACH ITEM)				
TAPING YOUR OWN ALBUMS OR TAPES				
Legal	[]1-24	[]1-24	[]1-24	[]1-24
Illegal	[]2	[]2	[]2	[]2
Don't know	[]X	[]X	[]X	[]X
TAPING BORROWED ALBUMS OR TAPES				
Legal	[]1-25	[]1-25	[]1-25	[]1-25
Illegal	[]2	[]2	[]2	[]2
Don't know	[]X	[]X	[]X	[]X
TAPING RENTED ALBUMS OR TAPES				
Legal	[]1-26	[]1-26	[]1-26	[]1-26
Illegal	[]2	[]2	[]2	[]2
Don't know	[]X	[]X	[]X	[]X
TAPING RADIO OR T.V. BROADCASTS				
Legal	[]1-27	[]1-27	[]1-27	[]1-27
Illegal	[]2	[]2	[]2	[]2
Don't know	[]X	[]X	[]X	[]X
TAPING LIVE CONCERTS				
Legal	[]1-28	[]1-28	[]1-28	[]1-28
Illegal	[]2	[]2	[]2	[]2
Don't know	[]X	[]X	[]X	[]X
18. As you may know composers, recording artists and record companies receive much of their income from royalties from the sale of pre-recorded records and tapes. They do not receive any royalties on home recorded music. Suggestions have been made to add a tax to the sale of blank tapes to compensate the composers, recording artists and record companies for the home taping of their music. Such a tax would mean that the price you now pay for a blank tape would increase by about 38% of the price of the tape (e.g. an increase of about $1.50 on the price of a C-60 cassette tape).	29-3	29-3	29-3	29-3
Would you, yourself, be in favour of such a tax, or not? ("X" ONE BOX)				
Yes	[]1-30	[]1-30	[]1-30	[]1-30
No	[]2	[]2	[]2	[]2
	79-0 80-2	79-0 80-4	79-0 80-6	79-0 80-8

19. Do you, or does anyone else in your household own a VTR unit, that is a machine which can be used to tape television programmes or play pre-recorded movies? ("X" ONE BOX)

CA-9
13-1
14-84

Yes ----- []1 -15

No ------ []2 → THANK YOU FOR YOUR HELP. PLEASE RETURN THE QUESTIONNAIRE IN THE ENCLOSED ENVELOPE.

PLEASE HAVE THE HOUSEHOLD MEMBER WHO USES THE VTR UNIT THE MOST IN YOUR HOUSEHOLD ANSWER THE REST OF MY QUESTIONS.

20. How long ago was the VTR bought? ("X" ONE BOX)

Less than six months ago ------ []1 -16

Six to twelve months ago ------ []2

Or More than twelve months ago --- []3

21. Please "X" one box opposite each purpose listed below to show me if anyone in your household has EVER used the VTR for that purpose. ("X" ONE BOX FOR EACH PURPOSE LISTED)

	Yes	No
Tape T.V. programmes ----------	[]1	[]2 -17
Make home movies ----------	[]1	[]2 -18
Watch pre-recorded material such as rented movies ----------	[]1	[]2 -19
Re-tape pre-recorded material such as rented movies ----------	[]1	[]2 -20

22. During the PAST MONTH, has anyone in your household used the VTR unit for one or more of the purposes listed below? ("X" ONE BOX FOR EACH PURPOSE LISTED)

	Yes	No
Tape T.V. programmes ----------	[]1	[]2 -21
Make home movies ----------	[]1	[]2 -22
Watch pre-recorded material such as rented movies ----------	[]1	[]2 -23
Re-tape pre-recorded material such as rented movies ----------	[]1	[]2 -24

IF VTR UNIT NOT USED FOR ANY OF ABOVE PURPOSES IN PAST MONTH, PLEASE GO TO INSTRUCTION AT BOTTOM OF THIS PAGE

23. During the PAST MONTH, how many hours of tapes have been used for each of the purposes listed below? (WRITE IN NUMBER OF HOURS FOR EACH PURPOSE e.g. [0|2])

	# hours in past month	
Tape T.V. programmes ----------	[ ][ ]	-25 -26
Make home movies ----------	[ ][ ]	-27 -28
Watch pre-recorded material such as rented movies ----------	[ ][ ]	-29 -30
Re-tape pre-recorded material such as rented movies ----------	[ ][ ]	-31 -32

IF THE VTR IS NEVER USED TO TAPE T.V. PROGRAMMES, PLEASE GO TO QU.27.

24. What is your main reason for using the VTR to tape T.V. programmes? ("X" ONE BOX)

To tape a programme which would otherwise be missed ---------- []1 -33
To tape one programme while watching another one ---------- []2
To build a library of programmes -- []3
To play back for someone else ----- []4
To be able to watch the programme again ---------- []5
To trade, give away or lend to someone else ---------- []6

Other reason (PLEASE WRITE IN)_____ -34-

_____

25. When you tape T.V. programmes, how often do you delete each of the types of material listed below? ("X" ONE BOX FOR EACH TYPE)

	Always	Often	Sometimes	Never
Commercials ----------	[]1	[]2	[]3	[]4 -35
Parts of the programme itself -	[]1	[]2	[]3	[]4 -36

26. When you play back the T.V. programmes you have taped, how often do you "fast forward" past the types of material listed below? ("X" ONE BOX FOR EACH TYPE)

	Always	Often	Sometimes	Never
Commercials ----------	[]1	[]2	[]3	[]4 -37
Parts of the programme itself -	[]1	[]2	[]3	[]4 -38

27. How often do you do each of the following with the material that has been recorded on the VTR? ("X" ONE BOX FOR EACH)

	Often	Sometimes	Never
Tape over the material without having watched it-	[]1	[]2	[]3 -39
Tape over the material after watching it once ---	[]1	[]2	[]3 -40
Tape over the material after watching it 2 or 3 times ----------	[]1	[]2	[]3 -41
Tape over the material after watching it more than 3 times ----------	[]1	[]2	[]3 -42
Keep the material and add it to your collection -	[]1	[]2	[]3 -43
Lend, give away or trade the material ----------	[]1	[]2	[]3 -44

28. Since you bought the VTR unit, do you find that you participate more or less frequently in the activities listed below? ("X" ONE BOX FOR EACH ACTIVITY)

	More frequently	Same frequency	Less frequently
Watch T.V. ---------	[]1	[]2	[]3 -45
Go out to movies ---	[]1	[]2	[]3 -46

29. Do you, or does anyone else in your household, belong to a VTR club? ("X" ONE BOX)

Yes ----- []1 -47
No ------ []2

30. As far as you know, is each of the types of video taping listed below legal or illegal? ("X" ONE BOX FOR EACH ITEM)

	Legal	Illegal	Don't know
Video taping T.V. broadcasts ----------	[]1	[]2	[]3 -48
Re-taping pre-recorded material such as rented movies with a VTR unit -----	[]1	[]2	[]3 -49

31. What is your age? ("X" ONE BOX)

Under 12 years ----- []1 -50
12 to 14 years ----- []2
15 to 19 years ----- []3
20 to 24 years ----- []4
25 to 29 years ----- []5
30 to 39 years ----- []6
40 to 49 years ----- []7
50 years or over --- []8

32. What is your sex? ("X" ONE BOX)

Male ---- []1 -51
Female -- []2

79-0
80-9

THANK YOU FOR YOUR HELP.
PLEASE RETURN THE QUESTIONNAIRE IN THE ENCLOSED ENVELOPE.

POOR

QUALITY

ORIGINAL